1. BIBLIOGRAPHY

1. Reference from books

Aggarwal, V. K., 2003, ***Consumer protection: Law and Practice ,*** Delhi, Bharat Law House.

Agarwal Meenu, 2006 ***'Consumer Behaviour and Consumer Protection in India'*** New Delhi, India,New Century Publication.

Bangia R.K. , 1986, ***Consumer Protection Act,***

Girimaji, Pushpa., 2002, ***Consumer Right for Everyone,*** Penguin Books

Khanna, Sri Ram & Madhu Saxena (eds.), 2003, ***'Food Standards and Safety in a Globalised World'***, New Delhi, New Century Publication.

Sinha M. N., 2002, ***Consumer Movement in India,*** Keemat.

Singh Avtar, 4th Edition,2005 ***'Law of Consumer Protection'*** Eastern Book Co.,

2. Periodicals

Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)

Consumer Voice, Published by VOICE, New Delhi

Down to Earth (magazine- fortnightly): Society for Environmental Communications

Ethical Consumer (Magazine): ECRA Publishing Ltd. U. K

Recent issues of magazines: Insight, published by CERC, Ahmedabad

Upbhokta Jagran, Ministry of Consumer Affairs, Govt. of India.

3. Articles

A. A. Magesan, 2008, ‘research Journal Consumer Protection and Welfare’ *“Innovative strategies for promotion of consumerism culture”*.

A.K.Chandra, December 2011, ‘Research Journal of Social Science & Management‘,
“Consumer’s Perceptions and awareness about consumer rights and Consumer Protection Act: a study in District Raipur (C.G)”.

D. Kalpana and G.Natarajan, 2008, ‘research Journal Consumer Protection and Welfare’ *“Measurement of consumer protection awareness among Public”*.

G. Ramesh Babu, 2008, Scott Christian College, Nagercoil,” *Growth of consumerism in India”*.

Gupta, Joyeeta, April-June, 1986, ‘Vikalpa’, *Consumerism: Energing Challenges and Opportunities*, Vol II, No. 2, pp 149-158.

George Babu P. and Edward Manoj August ‘ November 2009 Marketing Management, The ICFAI, University Press,“*Cognitive Dissonance and Pureness involvement in the consumer behaviour context”*

G. Muruganantham and K. Radha Krishnan, 2008,” *Consumerism and Indian consumer - A Contextual Review”*.

Jeya Prakash, 2008, ‘research Journal Consumer Protection and Welfare’ *“Role of Consumer Forum on the effects of Fast /Junk foods on Children”*.

Jain , Sanjay K. and Gurmeet Kaur, January-June 2004, ‘Effulgence’, *Ecolabelling: Genesis, Issues and Perspectives*, Vol.2, No.1, pp. 5-18.

Jain, Sanjay K. and Gurmeet Kaur, Oct-Dec.2003' The Indian Journal of Commerce', *Strategic Green Marketing: How should Business Firms Go About Adopting It?*, Vol.56, No.4, , pp 1-16.

Jaiswal Gaurav, Sahu Pravin and Matharu Manita, January 2010, 'Journal of Marketing', *"Consumer Preferences towards service industry. A factoral study of Restaurants"*,P. 34

K. Dhanalakshmi *"Focus group interview: Rural consumers towards Consumer Protection in India"* Kalasalinagm University,Krishanankoil,Tamil Nadu

K. Chandrasekar P. Saranya, 2008, Alagappa University, *"Role of consumer protection act in protecting the consumers"*.

Kamla Saini, KJ Toppo, Manavjot Seema, November, 2009, 'The Nursing Journal of India', *"Consumer Protection Act 1986: A Challenge to the Nursing Profession"* Vol. C p. 11

Leena Jenefa and Kavitha 2008, 'research Journal Consumer Protection and Welfare' *"Role of consumer forum in protecting consumer rights"*

Md. Wahidul Habib and Md. Gazi Salah Uddin, December 17, 2008, Journal of Consumer Protection Welfare "Consumer's *Perceptions and awareness towards consumer rights: a study on Dhaka"*.

Mathur Naveen, January 2010 'the analyst',*"Demand for business holds the key"* P. 61

Mahida Ferjani, Kamal Jedidi and Sharma Jagpal, December- 2009,'Journal of Marketing Research', University of Mumbai, *"A conjoint Approach for consumer- and Firm- Level Brand Valuation"* JMR –XLVI.

P. Ramesh, 2008, 'research Journal Consumer Protection and Welfare' *"Consumer attitudes to nutrition information& labelling"*.

R. Christina Jeya Nithila and R. Jeya Kodeeswari Pratap, 2008, 'research Journal Consumer Protection and Welfare' *"Going beyond green in Consumerism"*.

Rao G. V. January 2010 Insurance Chronicle. The ICFAI University press, *"Terrorism insurance"* P. 17

Ruki M. Mirchandani, 1984, A Thesis Phd. , University of Mumbai-, "*Monopolies and Restrictive Trade Practices (With an emphasis an Restrictive Trade Practices)"*

Shifole G. Y. and Bageshree P. B. B. June' 2009"Revelation' The Research Journal of K. P. B. Hinduja College, *" Challenges of Social Advertising in India"* Vol. 1 P. 86

Sundar G Bharadwaj, P N Thirunarayana,P Raj and Varadarajan, January-March 1991, journal of Commerce Policy, Vikalpa, *"Attitudes towards Marketing Practices, Consumerism and Government Regulations: An Exploratory Survey of Consumers in India"* Vo.16, No.1, p. 24

Sengupta Nilanjan and Srinivasa Marappa, 2008, 'research Journal Consumer Protection and Welfare' ,Chennai,*"Consumer Awareness Strategies Of Indian Businesses: an Exploratory Study"*

S.C. Siva Sundaram Anushan and R. Neelamegam, 2008, 'research Journal Consumer Protection and Welfare' *"History of consumer movement in India"*

Verma, D. P. S., March 2002,'Journal of Consumer Policy' *Developments in Consumer Protection in India,* Vol. 25, No.1, pp 107 –123.

V. Mahalakshmi, 2008,Research Journal, Panimalar Engineering college, Chennai, *"Overview of consumer rights, obligations and consumer protection act"*.

Verma, D.P.S., April –June 2002 'Vikalpa' *Regulating Misleading Advertisements Legal Provisions and Institutional Framework,*. Vol. 26, No. 2 , pp. 51-57.

W. Jacobs, P.N. Stoop and R Vannierk, 2010, PER / PELJ *"Fundamental Consumer Rights Under The Consumer Protection Act 68 Of 2008: A Critical Overview and Analysis"* Vol.13 No3, p.398,508

Y. Suganya, 2008, 'research Journal Consumer Protection and Welfare' *"Overview of consumer courts in India"*.

4. Reference from websites:

www.comsumerlawindia.com
www. legalserviceindia.com
www. vakilno1.com